

**CERTIFICATE OF ELECTRONIC TRANSMISSION UNDER 37 C.F.R. §1.8**

I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:

Date: October 30, 2007 Name: Scott A. Timmerman (Reg. No. 55,678) Signature: /Scott A. Timmerman/

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial  
No.: 10/700,837

RCE Filed: December 21, 2006  
RCE Filed: January 11, 2006  
Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

BHGL Ref. No.: 12729/38  
Yahoo! Ref. No.: Y00239US01

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

Mail Stop RCE  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL**

Sir:

**Attached is/are:**

- ☒ Request for Continued Examination with Preliminary Amendment  
☐ Return Receipt Postcard

**Fee calculation:**

- ☒ No additional fee is required.  
☐ Small Entity.  
☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_ ( ) month extension of time under 37 C.F.R. § 1.136(a).  
☐ A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_).  
☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x 105=			x \$210=	
First Presentation of Multiple Dep. Claim					+ \$185=			+ \$370=	
Total					\$			Total	\$

**Fee payment:**

- ☒ Please charge Deposit Account No. 23-1925 in the amount of \$810.00.  
☐ Payment by credit card in the amount of \$\_\_\_\_\_ (Form PTO-2038 is attached).  
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

October 30, 2007  
Date

/Scott A. Timmerman/  
Scott A. Timmerman (Reg. No. 55,678)